

executed by storing it e.g. on a hard disk within the computer and loading it into main memory.

[0254] It should be noted that the present invention is not limited to the above embodiment.

[0255] For instance, although in the embodiment, information items associated with a user, such as membership information, image information of a face photograph, and the like, are stored in the customer information storage means 16, these information items may be stored in a recording medium, such as an IC card, so that the user can use the IC card or the like to provide his/her membership information, image information of a face photograph, and so forth to the sales transaction support apparatus 10 and receive services from the apparatus 10.

[0256] Further, although in the above embodiment, description is made, by way of example, of a case where commodities for sale are basically suits, this is not limitative, but the sales transaction support system 1 may be used for sales transactions for selling and purchasing shoes, bags, and other commodities.

[0257] Further, a try-on simulation image displayed e.g. in the try-on image display field 61e may be a 2-D image or alternatively a 3-d image, and the image may be a static image or a moving image.

[0258] Further, when an object image and a background image are displayed in a manner superimposed one upon the other, the background image may be displayed in accordance with a fashion style of a selected commodity or based on a condition, such as a category. Alternatively, a predetermined background image may be displayed in accordance with a displayed state of the object image.

[0259] Further, although in the above embodiment, the transaction process is executed only for the purchase order process and the try-on reservation process, the transaction process may also be executed for other processes, such as a try-on home delivery advance order or try-on visiting service advance order for trying on clothes, or the like at home; rental of selected clothes; a beauty salon reservation for a haircut or hairdressing performed in accordance with a simulation result of a hair-style simulation which may be included in the try-on simulation; or a printing reservation for printing of a design or pattern on a T shirt, which may be included in the try-on simulation.

[0260] As described above, according to the present invention, commodities are presented to a customer, and by using commodity image information of a image of a commodity selected by the customer and object image information of an image of the object, a try-on simulation image of the object virtually wearing the commodity is provided, to allow execution of a transaction process for the selected commodity. Therefore, it becomes possible for a customer to determine, by his/her own judgment, whether a commodity which may be purchased through a communication sales transaction suits him/her, and then select the commodity for purchase, based on such a subjective value judgment of his/her own.

[0261] The foregoing is considered as illustrative only of the principles of the present invention. Further, since numerous modifications and changes will readily occur to those skilled in the art, it is not desired to limit the invention to the

exact construction and applications shown and described, and accordingly, all suitable modifications and equivalents may be resorted to, falling within the scope of the invention in the appended claims and their equivalents.

What is claimed is:

1. A sales transaction support method for supporting a sale of a commodity, comprising:

a commodity-presenting step for presenting said commodity;

a try-on simulation step for providing a try-on simulation image of an object virtually wearing said commodity by using commodity image information of an image of said commodity presented by said commodity-presenting process and object image information of an image of said object; and

a transaction step for executing a transaction process for said commodity.

2. A sales transaction support method according to claim 1, wherein said transaction step includes a try-on reservation step for making a try-on reservation for trying on said commodity at a store selling said commodity.

3. A sales transaction support method according to claim 1, further including a customer information processing step for registering customer information of a user, and

wherein said object image information is generated based on said customer information.

4. A sales transaction support method according to claim 3, wherein said commodity presenting step presents said commodity selected based on said customer information registered by said customer information processing step.

5. A sales transaction support method according to claim 1, wherein said presentation of said commodity by said commodity-presenting step, said provision of said try-on simulation image by said try-on simulation step, and said transaction process by said transaction step are performed via a telecommunication network.

6. A sales transaction support method according to claim 2, wherein said try-on reservation step issues a try-on reservation card having thereon an identification number for identifying said try-on reservation, when said try-on reservation for trying on said commodity is made.

7. A sales transaction support apparatus for supporting a sale of a commodity, comprising:

commodity-presenting process means for presenting said commodity;

try-on simulation process means for providing a try-on simulation image of an object virtually wearing said commodity by using commodity image information of an image of said commodity presented by said commodity-presenting process means and object image information of an image of said object; and

transaction process means for executing a transaction process for said commodity.

8. A sales transaction support apparatus according to claim 7, wherein said transaction process means makes a try-on reservation for trying on said commodity at a store selling said commodity.

9. A sales transaction support apparatus according to claim 7, including customer information process means for registering customer information of a user, and